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Home Appliance NewsLine

An  Bulletin to Editors

FOR IMMEDIATE RELEASE
February 16, 1988

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HOME APPLIANCE SHIPMENTS MODERATE

AS 1988 BEGINS

CHICAGO -- January shipments of major home appliances totaled nearly 3.6 million units, but failed to reach the level of January 1987, which was an all-time industry record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

Even though shipments were down about half a million units for a 12.3% decline, this was still the third highest January in history.

While most of the products fell below their January 1987 shipment levels, three made substantial gains: up 29% were room air conditioners (199,700 units); up 8.3%, freezers (91,000 units); and up 5%, automatic washers (530,700 units).

Washer shipments, in fact, reached the highest level ever recorded for the product in any January.

Microwave ovens (956,800 units) accounted for 70% of the shipment loss, signaling the expected sales slowdown that is likely to occur as the market becomes more saturated. According to industry estimates, approximately three-fourths of all U.S. households currently own at least one microwave oven.

The industry forecast calls for a 4% decline in total shipments this year from 1987's record 47.7 million units. 1988 is expected to be a second-best year for the industry with shipments exceeding 45.8 million units.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
January, 1988

	JANUARY 1988	JANUARY 1987	% Change
ALL MAJOR APPLIANCES**	3,557.1	4,055.8	-12.3%
COOKING - TOTAL	1,178.1	1,572.0	-25.1%
ELECTRIC RANGES - TOTAL	235.4	281.1	-16.3%
Free Standing	188.1	227.6	-17.4%
Built-in	47.2	53.4	-11.6%
MICROWAVE OVENS/RANGES***	956.8	1,306.3	-26.8%
HOME LAUNDRY - TOTAL	943.4	940.5	0.3%
AUTOMATIC WASHERS	530.7	505.6	5.0%
DRYERS - TOTAL	412.7	434.9	-5.1%
Electric	320.8	341.7	-6.1%
Gas	91.9	93.2	-1.4%
KITCHEN CLEAN UP - TOTAL	683.7	805.0	-15.1%
DISPOSERS*	360.9	449.3	-19.7%
DISHWASHERS - TOTAL	307.1	337.3	-9.0%
Built-in	282.6	312.8	-9.7%
Portable	24.5	24.5	0.0%
COMPACTORS*	15.8	18.5	-14.6%
FOOD PRESERVATION - TOTAL	535.3	557.7	-4.0%
REFRIGERATORS	444.3	473.8	-6.2%
FREEZERS - TOTAL	91.0	84.0	8.3%
Chest	49.9	45.7	9.2%
Upright	41.1	38.3	7.3%
HOME COMFORT - TOTAL	216.4	180.5	19.9%
ROOM AIR CONDITIONERS	199.7	154.8	29.0%
DEHUMIDIFIERS*	16.7	25.7	-35.0%
GAS RANGES**	159.4	181.3	-12.1%

* Domestic plus export shipments: includes both U.S. produced and imported products

** Numbers do not add because of overlapping product categories.

*** Includes microwave ovens and combination microwave ovens/ranges.

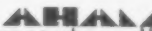
* Current month figures are preliminary.

** Source: GAMA. Not included in cooking total or total shipments. Current month figures are preliminary.

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RECORD FEBRUARY

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped nearly 3.9 million units in February, establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

February shipments increased by almost 300,000 units over the same month last year -- the industry's record year, resulting in an 8.3% gain in February shipments.

Home comfort appliances -- room air conditioners (388,300 units) and dehumidifiers (324,100 units) -- accounted for over 61% of February's increase as dealers began restocking their inventories for the warm, humid weather ahead. Shipments of seasonal appliances increased 35.9% over one-year earlier.

Seven other product categories also registered gains in February, with four showing particular strength by reaching new February highs for the month: microwave ovens (950,000 units); automatic washers (519,100 units); refrigerators (477,400 units); and dryers, both electric (304,600 units) and gas (88,400 units).

Year-to-date shipments (7.6 million units) lagged 2.8% behind year-ago levels, primarily because of the falloff in January shipments of microwave ovens. The industry anticipates that microwave oven shipments will stabilize or, perhaps, decline slightly since their dynamic sales growth of recent years has resulted in approximately three-fourths of all U.S. households owning at least one of these appliances.

1988 is expected to be the second-best year for the industry with shipments exceeding 47.8 million units.

MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
February, 1988

	FEBRUARY			CALENDAR YEAR TO DATE		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	3,892.7	3,595.6	8.3%	7,612.3	7,831.7	-2.8%
COOKING - TOTAL	1,347.1	1,244.2	8.3%	2,678.9	2,996.6	-10.6%
ELECTRIC RANGES - TOTAL	243.7	247.5	-1.5%	479.0	528.6	-9.4%
Free Standing	192.5	195.9	-1.7%	380.7	423.5	-10.1%
Built-in	51.1	51.6	-1.0%	98.3	105.0	-6.4%
GAS RANGES - TOTAL	168.6	160.2	5.2%	322.3	340.5	-5.3%
Free Standing	159.3	150.7	5.7%	303.2	321.6	-5.7%
Built-in	9.3	9.5	-2.1%	19.1	18.9	1.1%
MICROWAVE OVENS/RANGES***	950.0	850.1	11.8%	1,907.6	2,156.4	-11.5%
HOME LAUNDRY - TOTAL	912.1	812.4	12.3%	1,855.5	1,752.9	5.9%
AUTOMATIC WASHERS	519.1	446.6	16.2%	1,049.8	952.2	10.2%
DRYERS - TOTAL	393.0	365.8	7.4%	805.7	800.7	0.6%
Electric	304.6	285.3	6.8%	625.4	627.0	-0.3%
Gas	88.4	80.4	10.0%	180.3	173.7	3.8%
KITCHEN CLEAN UP - TOTAL	678.6	710.0	-4.4%	1,362.7	1,515.0	-10.1%
DISPOSERS*	359.7	367.2	-2.0%	721.0	816.5	-11.7%
DISHWASHERS - TOTAL	298.0	323.5	-7.9%	605.0	660.8	-8.4%
Built-in	275.0	302.6	-9.1%	557.6	615.4	-9.4%
Portable	22.9	20.9	9.6%	47.5	45.4	4.6%
COMPACTORS*	20.9	19.3	8.3%	36.7	37.7	-2.7%
FOOD PRESERVATION - TOTAL	566.7	543.2	4.3%	1,103.8	1,101.0	0.3%
REFRIGERATORS	477.4	461.1	3.5%	923.3	934.9	-1.2%
FREEZERS - TOTAL	89.3	82.1	8.8%	180.5	166.1	8.7%
Chest	48.5	45.4	6.8%	98.5	91.1	8.1%
Upright	40.8	36.7	11.2%	82.0	75.0	9.3%
HOME COMFORT - TOTAL	388.3	285.8	35.9%	611.4	466.3	31.1%
ROOM AIR CONDITIONERS	324.1	242.9	33.4%	523.8	397.7	31.7%
DEHUMIDIFIERS*	64.2	42.9	49.7%	87.6	68.5	27.9%

* Domestic plus export shipments: includes both U.S. produced and imported products.

** Numbers do not add because of overlapping product categories.

*** Includes microwave ovens and combination microwave ovens/ranges.

* Current month figures are preliminary.

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An  Bulletin to Editors

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SECOND BEST MARCH

FOR MAJOR HOME APPLIANCES

CHICAGO -- March shipments of major household appliances exceeded 4.1 million units for the second time in history, reports the Association of Home Appliance Manufacturers (AHAM).

Total monthly shipments were down just 2.2% from the all-time March record set one year ago.

The seasonal home comfort category registered an increase of 20.1% in March, with room air conditioner shipments of 701,600 units at their highest March level in 15 years and dehumidifiers at 112,800 units, establishing a new record for the month.

Compactor shipments of 23,700 units were up 8.7% to their highest March level since 1979.

Lower shipments in all other product categories caused a 2.2% decline in total monthly shipments and a 2.0% decline in first-quarter shipments compared to similar periods one year earlier.

The most recent industry forecast projects a decline of 3.4% in 1988 shipments from the 1987 record. Even at this level, annual shipments will reach almost 48.3 million units, making 1988 another excellent year for the industry.

1984 through 1987 were consecutive record years for major appliances, resulting in annual shipments of 41.2 million, 43.6 million, 47.0 million and 49.9 million units respectively.

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